Q. *It is loudly being hushed around in the publishing business that Holt, Rinehart and Winston, publishers of the Ladybird and Lyndon Johnson memoirs, have taken a $1.5 million loss on the two autobiographies. True or false?—L. D. S., Salt Lake City, Utah.*

A. Holt, Rinehart, which is owned by the Columbia Broadcasting System, refuses to reveal the extent of that particular publishing venture, no doubt with good reason. Parade 3/26/72